

BEFORE THE ARKANSAS SECURITIES COMMISSIONER

CASE NO. S-10-0098

IN THE MATTER OF:

Order No. S-10-0098-10-OR01

Fishnature, Inc.

RESPONDENT

CONSENT ORDER

This Consent Order is entered pursuant to the Arkansas Securities Act, codified at Ark. Code Ann. §§ 23-42-101 through 23-42-509 ("Act"), the Rules of the Arkansas Securities Commissioner ("Rules") promulgated under the Act and the Arkansas Administrative Procedures Act, codified at Ark. Code Ann. §§ 25-15-201 through 25-15-219 in accordance with an agreement by and between the Staff of the Arkansas Securities Department ("Staff") and Fishnature, Inc., ("Fishnature") in full and final settlement of all claims that could be brought against Fishnature by the Staff on the basis of the facts set forth herein.

Fishnature admits the jurisdiction of the Act and the Arkansas Securities Commissioner ("Commissioner"), waives its right to a formal hearing, consents to the entry of this order, and agrees to abide by its terms. Fishnature also agrees that entry of this order has no impact on its civil liability to Arkansas investors under Ark. Code Ann. § 23-42-106 for the violations detailed below.

FINDINGS OF FACT

1. On or about May 25, 2010, agents or employees of Fishnature made sales of securities in a Fishnature offering to an Arkansas resident.
2. On or about August 9, 2010, Fishnature filed a Notice of Sale of Securities on United States Securities and Exchange Commission ("SEC") Form D with the Arkansas

Securities Department ("Department"). As part of this notice filing the Department received a \$100.00 filing fee from Fishnature.

3. In violation of Ark. Code Ann. § 23-42-509(c)(1) and Rule 509.01(B)(2) of the Rules of the Arkansas Securities Commissioner, Fishnature failed to file the Notice of Sale of Securities on SEC Form D with the Department concerning the sale of securities in Arkansas within the required fifteen days.

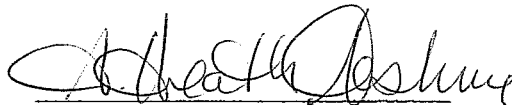
CONCLUSIONS OF LAW

4. Fishnature's filing of the Notice of Sale of Securities on SEC Form D with the Department approximately two months after the sale of securities in the Fishnature offerings to an Arkansas resident as detailed in paragraphs 1-3 was a violation of Ark. Code Ann. § 23-42-509(c)(1) and Rule 509.01(B)(2) of the Rules.

5. Entry of this Order does not affect the civil liability of Fishnature under Ark. Code Ann. § 23-42-106 for Arkansas investors in the Fishnature offerings.

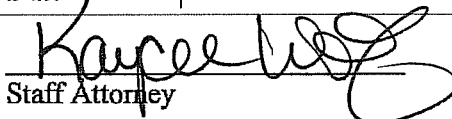
ORDER

IT IS THEREFORE ORDERED that Fishnature pay a fine in the amount of \$500.00.



A. Heath Abshire
Arkansas Securities Commissioner

February 23, 2011
Date


Staff Attorney
Fishnature, Inc.

By: Kert Davidson

Title: CEO

Date: Dec 20 2010

CEO
02/10/2011